

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



THE GLOBE AND MAIL ATTRACTS CANADA'S INFLUENTIAL ADULTS AND EXECUTIVES*

Our weekday readers are:

64% more likely to be senior managers/owners

31% more likely to be professionals

2x as likely to have household incomes of \$200,000+

REACH YOUR MARKET**



IN PRINT...

1,074,000

WEEKDAY READERS

1,669,000

SATURDAY READERS



ONLINE...

3.8 million

UNIQUE VISITORS

3.6 million

UNIQUE MOBILE VISITORS



+ Increase your reach and audience with SOCIAL MEDIA AMPLIFICATION...

See page 2 for details...

Understanding and preventing fraud is vital to businesses and Canadians of all ages, especially at a time when criminals are getting more sophisticated and have access to modern technology and global resources. March is Fraud Prevention Month – a month-long education campaign that encourages Canadians to: **Recognize, reject, report** fraud.

	GOING LIVE IN PRINT AND ONLINE: MARCH 17, 2017	GET INVOLVED BY: FEBRUARY 3, 2017	MATERIALS DUE: MARCH 10, 2017
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Timed to coincide with Fraud Prevention Month and produced in co-operation with the Competition Bureau Canada, this special feature will include the following editorial highlights:

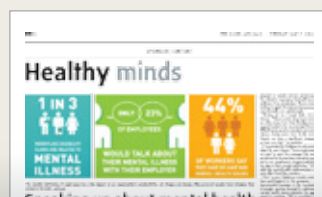
TRENDING. We explore the top 10 scams Canadians should be aware of.

MISLEADING ADVERTISING. Tips for spotting misleading representations for the purpose of promoting products or business interests.

DECEPTIVE MARKETING. How can businesses and individuals guard against deceptive marketing practices?

SOCIAL MEDIA. Learn how to protect yourself and recognize scammers and deceptive marketing tactics on social media.

We've had a long history of producing engaging print and digital features. Select a link below to view a previous feature.



NEXT STEPS? Contact Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at rdeacon@globeandmail.com

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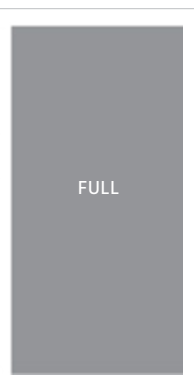


FRAUD PREVENTION MONTH

PRINT

CHOOSE YOUR AD SIZE AND FREQUENCY

We will boost your investment value by presenting custom content opportunities designed to deliver readership value and support your strategic interests.



DIGITAL

PUBLISH

See your special feature content housed in the globeandmail.com special features hub:



OR for added global visibility, publish on a custom special feature website:



ADVERTISE

Co-branded digital ads on globeandmail.com promote brand awareness and drive to your site and special feature content:



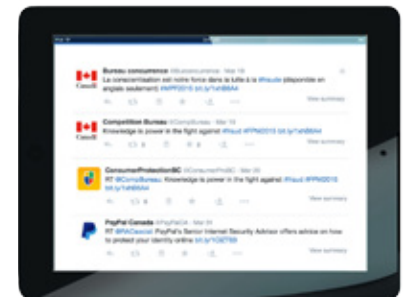
SOCIAL

AMPLIFY

Mobilize content, conversations and build your social media influence, engagement and audience. Choose from a suite of services:

- > CUSTOM CONTENT (ARTICLES, BLOG POSTS, VIDEO)
- > STRATEGY > DAILY UPDATES

PLUS



- > INFLUENCER ENGAGEMENT



- > PAID SOCIAL AMPLIFICATION



- > REPORTING AND ANALYTICS

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